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FARM DEMONSTRATION PROGRAM
MANUAL

APRIL 1965
Revised Edition

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHIL.)
TECHNICAL SERVICES DEPARTMENT

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FARM DEMONSTRATION PROGRAM MANUAL

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APRIL 1965
Revised Edition

MEMORANDUM

April 28, 1965

To: Marketing Director Ref.:

Code: 5300

We are forwarding for your information a revised edition of the 1964 Farm Demonstration Manual. Few changes have been introduced which, we hope, will make the Program more effective and complete.

F. A. Iznaga

FAI:LPT

F. A. Iznaga

DISTRIBUTION LIST

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FARM DEMONSTRATION PROGRAM

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ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC.
(PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FARM DEMONSTRATION PROGRAM

I. INTRODUCTION

There is a great need to motivate and encourage farmers in the Philippines to use fertilizer and pesticide judiciously. At present, fertilizer and pesticide consumption among the majority of farmers is still far from sufficient, being confined to only a few crops. Actual promotional work is most inadequate.

Promoting the marketing of Esso fertilizer and agricultural chemicals in the Philippines calls for a promotional work that is basically educational. FAO and other organizations and agencies have experienced that the most effective technique is the use of actual field demonstrations. The demonstration gets the farmer involved and he learns the practice or practices introduced far more efficiently by doing and seeing them than by hearing and reading.

This paper would present the basic guidelines of a farm demonstration program. To achieve its maximum effectiveness, the program will have to undergo phases of development. These guidelines are, therefore, flexible enough to admit periodic reassessment and improvement.

II. OBJECTIVES

While the farm demonstration program is basically an educational campaign, it also attains a high level of understanding of soil fertility work and pesticide use. It provides a means of testing experimental results and increasing the accuracy of fertilizer and pesticide recommendations. The program has the following objectives:

A. To demonstrate a local proof of the desirability of a fertilizer and/or pesticide practice or series of practices.

B. To show to the farmer that the practice(s) is profitable.

C. To "sell" to the individual farmer on whose farm the demonstration is conducted and his neighboring farmers the effectiveness of Esso's products.

D. To gather actual and factual yield data for information dissemination.

E. To gather visual aid materials for advertising and promotion work.

F. To provide a nucleus for field days, farmers' meetings, etc.

G. To check the reliability of ESFAC recommendation.

III. SCOPE

The program will cover two (2) kinds of demonstration:

A. Sales Promotion Demonstration - This will be carried out jointly with the Sales Department in accordance with the approved market strategy.

Its goal is to promote effectively and profitably the marketing of ESFAC fertilizers and/or pesticides.

B. Technical Demonstration - This will be conducted independently by the Technical Services staff outside of the market strategy. Its goal is to attain a high level of understanding of soil fertility conditions, pesticide applications and other agronomic management by providing a means of evaluating results of field trials thus increasing the accuracy of recommendations.

IV. SALES PROMOTION DEMONSTRATION

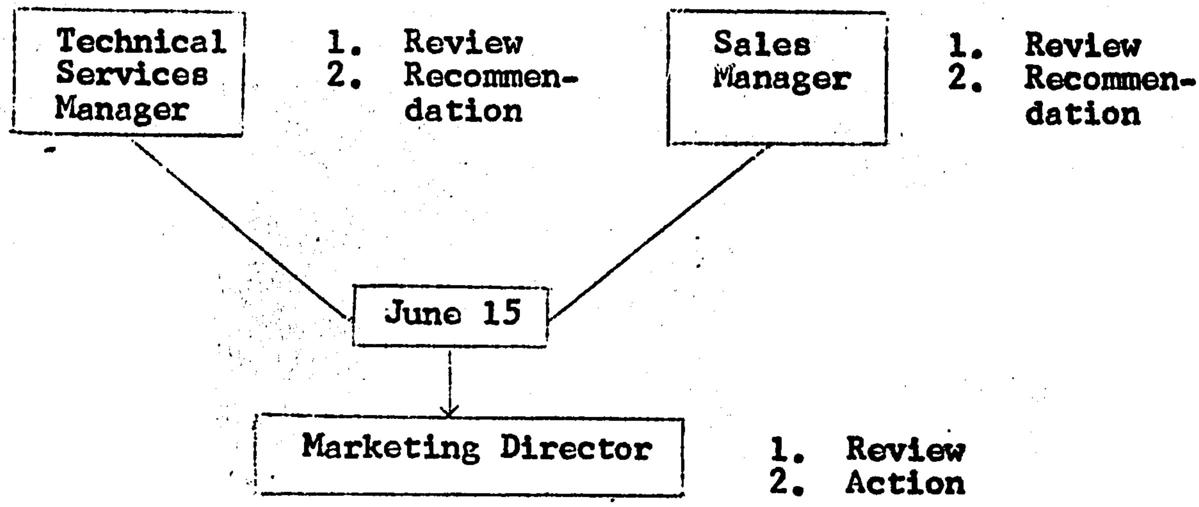
A. Strategy and Budgeting

1. Over-all market strategy for each succeeding year will be made jointly by the Sales Manager and Technical Services Manager; both will review with the Marketing Director who will make the final approval on June 15.

2. The recommendations would include the following:

Sales	Technical
a. Priority areas, crop, month, and estimated impact on sales.	a. Determination of total number of demonstrations (in progress, started and terminated) which could be conducted within the period.

STRATEGY FLOW CHART



3. Equipment and supplies needed to disseminate or show the progress and/or results of demonstration through any means of communication will be borne by the Sales Department; equipment and supplies needed to carry out the demonstration and/or record the progress and results of the demonstration for the preparation of technical advertising materials will be borne by the Technical Services Department.

Equipment	Quantity
1) Steel Tape (K & E, 30 feet)	12
2) Balance	12
3) Camera, 35 mm.	13
4) Movie Camera, 8 mm.	3
5) Soil Auger	12
6) Moisture Tester for Cereals	12
7) S/T Test Kit	12

Equipment (continuation)	Quantity
8) Fertilizer Spreader	12
9) Sprayer	24
10) Automatic Calculator	1
11) Office Typewriter	1
12) Slide Viewer (Battery Operated)	1
13) Slide File Box	20
14) Filing Cabinet	2
15) Portable Product Display	12
16) Portable Blackboard	12
17) Tape Recorder (Portable)	3

Supplies	Quantity Per Demonstration
1) 8 mm. Movie Film (Colored)	2
2) 35 mm. Still Film (Colored)	3
3) Jute Sack	10
4) Signboard	1
5) Woodstrip (Common Practice; Recommended Practice)	2
6) Printed Invitation-Circular	500
7) Printed Program	500
8) Laminated Certificate of Cooperation	1
9) Banners	
10) Printed Plastic Buntings	
11) Fertilizer Samples in Packets	
12) Educational Leaflets	
13) Fertilizers	
14) Pesticides	
15) Reporting FD Forms in pads	

Contingencies -- to handle other items which may be new or in addition to specific items.

B. General Guiding Policies

1. The demonstration will be conducted on a cooperative basis between the farmer and ESFAC.

   a. Responsibilities of the Company

      1) To provide the services of an agronomist who will supervise farm operations such as:
         - a) Laying out of demonstration plots
         - b) Preparing the land
         - c) Planting
         - d) Cultivating and weeding
         - e) Applying fertilizer and spraying of pesticide
         - f) Harvesting, threshing, shelling, drying and measuring of yield

      2) To turn over all the produce to the farmer after getting all the necessary demonstration data for purposes of interpretation, such data to become the property of the company; and

      3) To furnish the farmer the final data on the treatments that give the highest profitable increased yields.

   b. Responsibilities of the Farmer-Cooperator

      1) To allow the company free use of a portion of his farm during the period of the demonstration;

      2) To provide the necessary labor for farm operations such as laying out of demonstration plots, preparing

the land, planting, cultivating and weeding, applying fertilizer and/or spraying pesticide, harvesting and measuring of yield; and

3) To pay the cost of fertilizer and/or pesticide materials, provided; however that in the event the yield from the untreated plots in the demonstration exceeds the yield from the plots subjected to the recommended treatment, then the company shall reimburse the cost of the fertilizer and/or pesticide materials used in the demonstration.

c. Further Agreement

1) The agreement will take effect on the date of the execution of the demonstration;
2) The agreement will hold as long as the demonstrations are underway or as long as the company deems it necessary to continue the program, but it should not exceed three years;
3) Except as provided, neither party shall have any right or claim against the other for any unrealized profits, loss of income, or consequential damages for the operation or performance of the undertakings of each, or any reason whatsoever under the agreement.

2. A farm demonstration contract should be signed by the farmer-cooperator and the Technical Services Manager of ESFAC before a demonstration is conducted.

3. Important qualifications which should be carefully appraised and satisfactorily met in every demonstration proposal:

    a. Farmer-Cooperator--He is the first object of the demonstration and, hence, the most important factor. He must have the following qualities:

        1) A fertilizer user or potential fertilizer user
        2) Representative farmer - accepted by his group
        3) Sufficient education - should be able to understand and appreciate the objectives of the demonstration
        4) Reliable - should be able to implement all recommendations on time
        5) Influential - should be a respected man in the community with influence on neighboring farmers
        6) Financial means - should be able to pay the cost of fertilizer and/or pesticide materials used in the demonstration.

    b. Farm Site

        1) Located in an area with good potential fertilizer sales
        2) Centrally located - easily accessible by road for purposes of supervision, observation, field days and guided tours

3) Not handicapped by:
   - lack of water
   - lack of drainage
   - floods
4) Fairly level and uniform in physical appearance
5) Free from other factors which might unduly influence the results.

c. Crop

1) Important crop in the locality
2) Good market outlet.

4. Types of Farm Demonstrations - The choice of what type of farm demonstration that will be conducted in a particular area will depend upon the specific needs of the farmers in that area and their knowledge of fertilizer and pesticide usage. The choice will depend on whether the farmer is:

a. Not a fertilizer user
b. Fertilizer user, but not the appropriate grade
c. User of appropriate grade, but not the right rate
d. User, but fertilizer not applied at the right time
e. User, but fertilizer not applied correctly
f. Fertilizer user, but not insecticide user
g. Fertilizer user, but not herbicide user
h. User of other combinations of fertilizer, insecticide, herbicides.

Accordingly, several types of demonstrations could be conducted. The most important ones are:

TYPE A - FERTILIZED VS. UNFERTILIZED

Treatments:

(1)		(2)
Unfertilized	VS.	Fertilized

TYPE B - PROPER FERTILIZER GRADE

Treatments:

(1)		(2)
Practiced Fertilizer Treatment	VS.	Recommended Fertilizer Grade

TYPE C - INCREASED FERTILIZER RATE

Treatments:

(1)		(2)
Practiced Rate of Application	VS.	Recommended Increased Rate of Application

TYPE D - TIMING APPLICATION

Treatments:

(1)		(2)
Practiced Time of Application	VS.	Recommended Time of Application

TYPE E - METHOD APPLICATION

Treatments:

(1)		(2)
Practiced Method of Application	VS.	Recommended Method of Application

TYPE F - COMBINED FERTILIZER TREATMENTS

Treatments:

(1)		(2)
Practiced Fertilizer Treatment	VS.	Recommended Combined Fertilizer Treatment

TYPE G - INSECTICIDE APPLICATION

Treatments:

(1)		(2)
Practiced Fertilizer Treatment	VS.	Practiced Fertilizer Treatment plus Recommended Insecticide Application

TYPE H - HERBICIDE APPLICATION

Treatments:

(1)		(2)
Practiced Fertilizer Treatment	VS.	Practiced Fertilizer Treatment plus Recommended Herbicide Application

5. Demonstration proposals should not be made indiscriminately. Only on the basis of the "company representatives approaching the farmer rather than the farmer making the approach" can the program succeed in making a free choice of ideal farmer-cooperators. It should be, therefore, appreciated that proposals coming from Field Agronomists will be given top priority. They are in a better position to initiate the proposal considering their knowledge of the existing conditions of the areas they are assigned to. Salesmen, Dealers, Esso Employees and representatives of government

and/or private agencies could suggest potential farmer-cooperators and/or farm sites to the Field Agronomist.

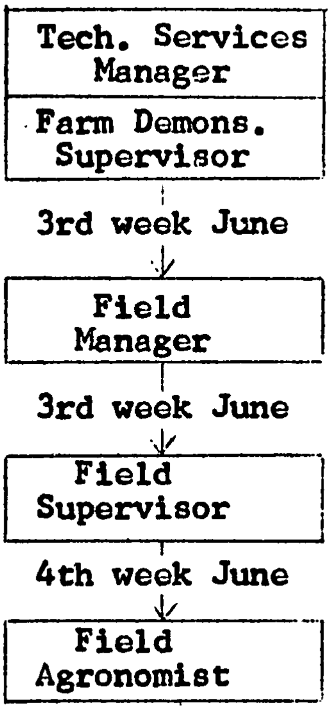
6. Participation of other agricultural agencies (CAP, BPI, Bureau of Soils, Agricultural Schools and Universities, etc.). While the demonstration is an ESFAC program, cooperation and participation of other agricultural agencies directly involved in agricultural production should also be encouraged. Outside participation, however, should not interfere with the operation and ultimate goal of the program. Their involvement should only help support the program.

C. Working Procedure

1. Programming the yearly demonstration targets

As soon as the market strategy is approved by the Marketing Director on June 15, the following actions will be taken:

ALLOCATION OF TARGETS FLOW CHART



1. Notify number of demonstrations to be conducted with a breakdown of crop and placement.

1. Allocate demonstration targets for each Field Supervisor.

1. Program and allocate demonstration targets for each Field Agronomist.

1. Survey and select farmer-cooperators and/or farm sites.

2. Making and screening demonstration proposals

   a. After the screening and selection has been done by the Field Agronomist, demonstration proposals should be made out in FD Form 1 (Farm Demonstration Proposal), Appendix I, together with FD Form 1-A (Farmer-Cooperator Personal Data), Appendix II. The information called for in the proposal forms should be completely accomplished. Where the farmer-cooperator is a fertilizer user, the information called for under Cropping History should indicate when (time or stages of crop growth) the fertilizer was applied, what method was used in applying the fertilizer, water management adopted when the fertilizer was applied and other information related to fertilizer and pesticide use. Additional information on unfertilized yield of adjoining farms should also be indicated.

   b. The procedure of submitting and screening proposals will be as follows:

PROPOSAL AND SCREENING FLOW CHART

Field Agronomist	1. Submit accomplished proposal forms (FD Form 1 and 1-A to Field Supervisor.
August 15 ↓	
Field Supervisor	1. Review and screen proposal. 2. Recommend action to Field Manager
August 30 ↓	

Field Manager

1. Review, approve or disapprove proposal.
2. Advise Field Supervisor on action taken.
3. For approved proposals:
   a) Give notice to Field Agronomist to -
      1) Have farmer-cooperator sign FD Form 2 (Farmer-Company Agreement), Appendix III, and forward it directly to Farm Demonstration Supervisor for signature of Technical Services Manager.

   b) Collect soil samples and forward directly to Soil-Tissue Testing Laboratory.
4. Transmit approved proposals to Farm Demonstration Supervisor.

Sept. 15

Farm Demonstration Supervisor

1. Assign recommended fertilizer treatment.
2. Refer proposal to Agricultural Chemical Section for pesticide recommendation.
3. Assign demonstration number.

c. Others

1) Salesmen, Dealers and Representatives of Government/Private Agricultural Agencies may suggest potential farmer-cooperators and/or farm sites to Field Agronomist. The Field Agronomist will be responsible for accomplishing and submitting the proposal forms for approval following the same procedures above.

2) Esso Employees -

   a) Suggest potential farmer-cooperator and/or farm sites to Farm Demonstration Supervisor.

b) Farm Demonstration Supervisor gathers the initial data (name of farmer-cooperator, residential address, location of farm) for proposal forms.

c) The proposal is forwarded to the Field Manager for action following the same procedure.

3. Implementing the Demonstrations

a. Demonstrations could be implemented only after the proposal (FD Form 1) has been approved by the Field Manager and Farm Demonstration Supervisor, and the Farmer-Company Agreement (FD Form 2) has been signed by the Technical Services Manager. Notice of implementation is made out in FD Form 3 (Farm Demonstration Implementation Notice), Appendix IV, by the Farm Demonstration Supervisor to the Field Manager.

b. Implementation Flow Chart

Farm Demonstration Supervisor ↓	1. Give notice of implementation(FD Form 2. Forward copies of FD Form 1, 1-A & 2 with FD Form 3 to Field Manager.
Field Manager ↓	1. Transmit to Field Supervisor.
Field Supervisor ↓	1. Accomplish FD Form 4 (Area Farm Demonstration Follow-Up), Appendix V.
Field Agronomist	1. Implement demonstration. 2. Accomplish FD Form 5 (Farm Demonstration Progress Report), Appendix VI, right after implementation and every visit. 3. Prepare final report (Appendix XIII).

D. Implementation and Goals

1. Starting date -- December, 1964
2. Demonstration goals -- From 80 to 100 demonstrations yearly
3. Crops (major crops) -- Rice, corn, sugar cane, coconut, fish (brackish water fishpond), tobacco and other major crops.

E. Operations and Management

1. Manpower -- approximately fifteen (15) personnel
2. Work Coordination and Responsibilities

   a. Farm Demonstration Supervisor

      1) Over-all coordinator of the program.
      2) Plan, develop, organize and program over-all operations.
      3) Order and/or requisition all equipment and supplies needed.
      4) Assign the recommended fertilizer treatments and initiate the implementation of the demonstration.

   b. Field Manager

      1) Supervise the over-all implementation of the program.
      2) Look after the needs of the program and make recommendations.
      3) Coordinate any change of operation with Farm Demonstration Supervisor.

c. Field Supervisor

1) Prepare and recommend yearly strategy - total number of demonstrations (in progress, started, terminated) which could be conducted; and programming the number within the period, specifying types and crops.
2) Supervise selection and screening of farmer-cooperators and/or farm sites.
3) Supervise all aspects of operation in the implementation.
4) Secure the equipment and supplies needed in his district.
5) Prepare monthly area farm demonstration follow-up (FD Form 4) for all demonstrations in his district.
6) Prepare and submit monthly summary progress and final report of all demonstrations in his district.
7) Coordinate with District Manager for any sales participation.

d. Field Agronomist

1) Select and submit farm demonstration proposals (FD Form 1 and 1-A) and signed agreement (FD Form 2).
2) Collect soil samples for analysis.
3) Implement and supervise the operation of the demonstration.
4) Submit progress report of the demonstration at the start, and every visit (FD Form 5).

5) Put up the signboard of the demonstration, Appendix XXII, as soon as there is a visible proof that the demonstration is going to be a success.
6) Prepare and submit final report of each demonstration. FD Form 6 (Farm Demonstration Harvest Data), Appendix VII, is used to record harvest data. Refer to Appendix XIII in preparing the final report.

d. Statistician

1) Develop and recommend statistical design for farm demonstration.
2) Analyze and interpret demonstration yield in correlation with soil test data.
3) Compile all demonstration and soil test data.

e. Advertising and Sales Promotion Supervisor

1) Plan, coordinate and execute all aspects of advertising and promotion work intended to disseminate the progress and/or results of the demonstration through all available means of communication.
2) Budget all advertising and promotion materials relevant thereto.
3) Produce these items and make available for distribution upon the recommendation of the Farm Demonstration Supervisor.

f. Sales Services Supervisor

1) In charge of shipping all advertising and sales promotion materials to points where and when these materials will be needed.

g. District Manager

1) Coordinate with Field Supervisor for Salesman and Dealer follow-up by way of demonstration visits with customers in the area.

h. Dealer

1) Make available fertilizer and/or pesticide material requisitioned by ESFAC for demonstration.
2) Cooperate and participate actively in demonstration follow-up arranged by District Manager or Salesman.

3. Farmer-Cooperator FD Record Notebook

The Field Agronomist should furnish the farmer-cooperator a locally procured notebook for the farmer to use in recording all operations undertaken in the demonstration. This notebook will also serve as a reminder to the farmer what operations are to be done. The notebook will have columns for date, operation undertaken, remarks, etc.

4. Agronomic Management

For the agronomic management of the crop subjected to a demonstration, refer to

Appendix XIV as a guide. Conditions and practices vary from one area to another. Whenever necessary, make a sound adjustment.

5. Compiling Farm Demonstration Record

The system for recording the farm demonstration number (year, province, crop, type and consecutive serial number) will be as follows:

a. The Farm Demonstration Supervisor will assign the farm demonstration number when the proposal is approved for implementation.

b. Coding

XX Xxx X X X

Year (last 2 digits) ----- XX

Province (abbreviation index) ------------------------ Xxx

Crop Number (digit) --------------- X

Type of Demonstration (alphabet) --------------------------- X

Demonstration Serial No. (digit) ------------------------------------- X

Example: Year ------------------- 1965

Province --------------- Cotabato

Corn ------------------- 2

Type of Demonstration -- B

Consecutive Serial No. -- 15

Recorded Farm Demonstration Number ------- 65-Cto-2-B-015

c. Province Index (Appendix XVI)

d. Crop Index (Appendix XVII)
e. Type of Demonstration Index (Appendix XVIII)

6. Yield Data Processing - Use FD Form 6 (Appendix VII)

7. Analyses of Results

   a. Yield of product per treatment per hectare.

   b. Increase in yield per hectare from the best treatment.

   c. Profit.

   d. Combined statistical analyses of data coming from one type of demonstration, crop, soil condition to determine a wider area of applicability.

Example:

Treatment	Demonstration Serial No.				Average
	1	2	3	4	
Unfertilized					
Fertilized					

   e. Correlation of yield with soil test results.

F. Collection of Technical Advertising Materials

1. Guiding Policies

   a. Technical advertising materials will be collected from the progress and/or results of the demonstration for the promotion work of the Sales Department. These materials shall include technical data, photographs and movies which would show an actual and factual proof of effectiveness, desirability and profitability of a fertilizer and/or pesticide practice or series of practices introduced.

b. The collection of technical advertising materials will be the responsibility of the Technical Services Department, with the Farm Demonstration Supervisor as coordinator.

c. Materials collected which will be used for sales promotion and advertising will be screened by the Farm Demonstration Supervisor and transmitted to the Sales Promotion and Advertising Supervisor who will be responsible for all aspects of work intended to disseminate these informative materials through various available means of communication.

. Work Coordination and Responsibilities

a. Farm Demonstration Supervisor

1) Coordinate collection of technical advertising materials from the progress and/or results of farm demonstration.
2) Order and/or requisition supplies and equipment needed.
3) Prepare and screen all materials which will be used for sales promotion and advertising.

b. Field Manager

1) Supervise over-all collection of technical advertising materials from the progress and/or results of farm demonstration.
2) Pass on to the Farm Demonstration Supervisor all materials collected for processing and/or screening.

c. Field Supervisor

1) Program and supervise the collection of technical advertising materials in his district.
2) Assist and/or guide the Field Agronomist in the use of camera (35 mm.) or movie camera (8 mm.) and look after the supplies needed.
3) Submit all materials collected in his district to the Farm Demonstration Supervisor through the Field Manager.

d. Field Agronomist

1) Collect and submit technical advertising materials in accordance with the scheduled program given by Field Supervisor.
2) Present technical advertising ideas based on the materials and/or data obtained.

e. Statistician

1. Assist Farm Demonstration Supervisor in the evaluation, interpretation and preparation of materials collected for sales promotion and advertising purposes.

3. Operation

a. Camera (35 mm.) with films for color slides/prints or black and white will be used by both the Field Agronomist, Field Supervisor, and Farm Demonstration Supervisor. Movie camera (8 mm.) will also be used by Field Supervisors.

b. Portable tape recorder will be used by Field Supervisors to record testimonials.

c. Treatments of the demonstration plots will be labeled "COMMON PRACTICE" and "RECOMMENDED PRACTICE", respectively, everytime pictures are taken.

d. Depending upon the kind of crop demonstrated, the program for collecting pictures will be scheduled according to the different phases of operation and/or observation involved in the demonstration. In the case of lowland rice fertilizer demonstration, for example, the schedule may be as follows:

1) land preparation
2) transplanting
3) fertilizer and/or pesticide application
4) 3-4 weeks after transplanting
5) 1 week before top-dressing
6) 2 weeks after top-dressing
7) booting stage
8) at harvest time

Two (2) to three (3) shots per schedule should be enough.

e. All pictures taken should be recorded and submitted in FD Form 7 (Technical Advertising Materials), Appendix VIII, for proper identification, prior to mailing. Processing will be done in Manila.

f. The procedure of recording technical advertising materials will follow the same system as recording the farm demonstration number. Additional information corresponding to the pictures filed will be entered in FD Form 8 (Record of Farm Demonstration Pictures), Appendix IX.

g. Materials prepared for sales promotion and advertising will be transmitted to the Sales Promotion and Advertising Supervisor by the Farm Demonstration Supervisor. FD Form 9 (Materials for Promotion and Advertising), Appendix X, will be used.

G. Field Days

1. Guiding Policies

a. Field days are conducted when there is a realistic visible proof that the demonstration is a success. Field day proposal is made out in FD Form 10 (Field Day Proposal), Appendix XI.

b. Planning is done immediately after a good sign of visible proof.

c. Date selected should not be in conflict with other activities (fiesta, market day, holiday programs, cockfight day, etc.) in the community.

d. Plans of the field day should be discussed with Farmer-Cooperator, Dealers, ESFAC personnel involved and other participating agencies.

e. Materials needed should be secured well in advance.

f. An evaluation questionnaire (FD Form 11, Appendix XII) will be accomplished by farmers attending.

2. Work Coordination and Operation

   a. The technical staff will determine when the demonstration is ready for a field day, while the planning and conduct of the field day is the main function of Sales.

   b. The Field Manager coordinates the participation of the Technical Services staff while the Manager-Fertilizer Sales coordinates the participation of Sales Staff and Dealers.

   c. The procedure in conducting a field day will be guided by the following field day checklist:

FIELD DAY CHECKLIST

I. Before the Field Day:

A. Field Agronomist

Date	Check		
________	( )	1.	Determine when the farm demonstration is ready for a field day.
________	( )	2.	Notify immediately by wire or telephone the Field Supervisor.
________	( )	3.	Prepare equipment and films needed for recording in pictures (movie or still) the activities of the field day.

B. Field Supervisor

Date	Check		
		1.	After review, immediately notify by telephone/wire (if necessary):
________	( )		a) District Manager (for Sales participation)
________	( )		b) Field Manager (for Technical Services participation)

C. Salesman (Field Day Coordinator)

Date	Check		
________	( )	1.	Submit to District Manager Field Day Proposal (FD Form 10, Appendix XI).
________	( )	2.	Select the date of the field day
	( )		a) Not in conflict with community activities (fiesta, market day, cockfight day, etc.)

Date Check

b) Agreeable to:

( ) 1) Dealer

( ) 2) Farmer-Cooperator

( ) 3) Private/Government Agricultural Agency representative and other persons solicited to participate.

________ ( ) 3. Have dealer secure clearance from Municipal Mayor, Chief of Police or Barrio Captain.

________ ( ) a) Enlist assistance for possible traffic problem.

________ ( ) b) Peace and order.

________ ( ) 4. Assist the Dealer in making a list of selected groups to be invited - coordinate with Agronomist.

a) Private and Government Officials, particularly those in the field of agriculture.

b) Selected farmers

1) similar crop

2) similar needs/interest

3) user/potential user of fertilizer and/or pesticides.

________ ( ) 5. Make arrangement for all equipment and materials needed.

a) Equipment

________ ( ) 1) sound system - secure locally

Date	Check	
________	( )	2) portable loudspeaker - with Field Agronomist
________	( )	3) portable product display - with Advertising and Sales Promotion Supervisor
________	( )	4) camera 35 mm; movie camera 8 mm. from Field Agronomist.
________	( )	5) others
		b) Supplies
________	( )	1) streamers
________	( )	2) stringed pennants
________	( )	3) printed certificate of cooperation (Appendix XIX)
________	( )	4) hand-out materials (fertilizer pocket samples, educational leaflets, etc.)
________	( )	5) wood strips
________	( )	6) posters
________	( )	7) invitation circulars (Appendix XX)
________	( )	8) printed program (Appendix XXI)

All supplies (nos. 1 to 8) are with Sales Promotion and Advertising Supervisor.

c) Miscellaneous

________	( )	1) refreshments - with dealers at dealers' expense

Date Check

________ ( ) 2) bamboo or wood materials to enclose demonstration plots - with Dealer and Farmer-Cooperator

________ ( ) 3) materials for decoration and platform - with Dealer

________ ( ) 4) traffic signs - secure locally - or secure permit or with the help of local police

________ ( ) 6. Check materials received one (1) week before field day.

________ ( ) 7. Check all coordinations one (1) week before field day if things are in order.

________ ( ) a) Program - with Field Agronomis

________ ( ) b) Refreshments and other materials - with Dealer

________ ( ) c) Farmer-Cooperator participation

________ ( ) 8. Assist dealers in distributing invitation 3-4 days before the field day.

________ ( ) 9. With the assistance of Field Agronomist, Dealers, Farmer-Cooperator, etc. put up promotional materials, materials to bring about a festive atmosphere one (1) day before the field day.

D. Field Agronomist

Date Check

________ ( ) 1. Assist Salesman and Dealer in preparing the equipment and supplies needed.

Date	Check	
		2. Prepare:
________	( )	a) Brief write-up of the demonstration for Cooperator or Agronomist talk.
________	( )	b) Program of field day; getting the consent and cooperation of the participants.

Possible parts of the program (only a guide)

1) 3 minutes - Philippine National Anthem - actual singing or recorded
2) 5 minutes - Opening remarks - Dealer
3) 10 minutes - Brief discussion of demonstration Field Agronomist
4) 20 minutes - Question and Answer - Field Agronomist & Farmer-Cooperator
5) 3 minutes - Musical number
6) 3 minutes - Awarding of certificate (Appendix XIX) Private or Public Official
7) 10 minutes - Private or Government Agricultural Agency representative
8) 3 minutes - Musical number
9) 10 minutes - Filling up Evaluation Questionnaire (FD Form 11) - Salesman-Field Agronomist
10) 5 minutes - Closing Remarks - Dealer
11) Refreshments

E. Dealers

Date Check

________ ( ) 1. Make plans to provide refreshments needed and how these should be given to the group attending.

________ ( ) 2. Make plans to provide materials for decoration and platform purposes.

________ ( ) 3. Distribute invitation-circulars to selected group.

________ ( ) 4. Plan to follow up interested prospective customers.

F. District Manager/Field Supervisor

1. Assist and supervise their men in their respective assignments.

2. Coordinate with other staff personnel involved.

G. Advertising & Sales Promotion Supervisor

1. Make available all sales promotion materials needed, as indicated in the proposal and transmit these thru Sales Services Supervisor for immediate shipment to the Salesman concerned.

2. Program all aspects of advertising through all available means of communication.

H. Farm Demonstration Supervisor/Field Manager/Manager-Fertilizer Sales

1. Over-all review of plans of the field day proposal submitted.

2. Make adjustment whenever necessary for the improvement of plans.

3. Approval.

II. During the Field Day

A. Salesman - Coordinator, responsible for the over-all conduct of field day.

B. Field Agronomist - Program Chairman, responsible for its execution and take still or movie pictures. Also tape record important testimonies of Farmer-Cooperator.

C. Dealer - Reception Chairman, responsible for receiving invited groups, and serving of refreshments at the end of the program.

D. Farmer-Cooperator - Co-host with Dealer, participation and cooperation.

III. After the Field Day

A. Field Agronomist - Make evaluation report of the field day primarily based on the answers to evaluation questionnaire. Submit all pictures taken.

B. Salesman and Dealer - Removal and keeping of materials used and follow-up of potential customers.

CHECKLIST FOR POSSIBLE PARTICIPATING AGENCIES

A. Government Agencies	Check	Date
1. Governor	( ) Yes ( ) No	____________
Others ____________	( ) Yes ( ) No	____________
Specify ____________ ____________	( ) Yes ( ) No	____________
2. Mayor	( ) Yes ( ) No	____________
Others ____________	( ) Yes ( ) No	____________
Specify ____________ ____________	( ) Yes ( ) No	____________
3. Treasurer's Office	( ) Yes ( ) No	____________
Provincial	( ) Yes ( ) No	____________
City/Municipal	( ) Yes ( ) No	____________
4. Chief of Police	( ) Yes ( ) No	____________
5. Commission on Agricultural Productivity	( ) Yes ( ) No	____________
6. Bureau of Plant Industry	( ) Yes ( ) No	____________
7. Bureau of Animal Industry	( ) Yes ( ) No	____________
8. Agricultural Credit Administration	( ) Yes ( ) No	____________
9. Irrigation Office	( ) Yes ( ) No	____________
10. PACD	( ) Yes ( ) No	____________
11. PHILCOA	( ) Yes ( ) No	____________
12. Philippine Tobacco Administration	( ) Yes ( ) No	____________
13. Philippine Virginia Tobacco Adm.	( ) Yes ( ) No	____________
14. Abaca Development Board	( ) Yes ( ) No	____________
15. Bureau of Agricultural Economics	( ) Yes ( ) No	____________
16. Bureau of Soils	( ) Yes ( ) No	____________
17. Social Welfare Adm.	( ) Yes ( ) No	____________

B. Agricultural Cooperatives

1. Farmer Cooperatives (FACOMA)	( ) Yes	( ) No	________
2. Sugar Cooperatives	( ) Yes	( ) No	________

C. Banks

1. Philippine National Bank	( ) Yes	( ) No	________
2. Development Bank of the Philippines	( ) Yes	( ) No	________
3. Rural Bank	( ) Yes	( ) No	________
4. Others	( ) Yes	( ) No	________
Specify: ________	( ) Yes	( ) No	________
________	( ) Yes	( ) No	________
________	( ) Yes	( ) No	________

D. Agricultural Schools

Specify:

1. ________	( ) Yes	( ) No	________
2. ________	( ) Yes	( ) No	________
3. ________	( ) Yes	( ) No	________
4. ________	( ) Yes	( ) No	________
5. ________	( ) Yes	( ) No	________

E. City/Municipal Agriculturist

1. City	( ) Yes	( ) No	________
2. Municipal	( ) Yes	( ) No	________
3. Others	( ) Yes	( ) No	________
Specify: ________	( ) Yes	( ) No	________
________	( ) Yes	( ) No	________
________	( ) Yes	( ) No	________

V. TECHNICAL DEMONSTRATION

A. General Guiding Policies and Operation

1. The operation and management of technical demonstrations will be mainly the responsibility of the Technical Staff. They will be conducted to evaluate test results under actual field conditions and develop a sound and accurate basis for recommendations. The demonstrations will be directed to specific problems related to the usage of fertilizer and/or pesticide in the different fields of agriculture.

   An example of this kind of demonstration would be a cooperative project on the intensive fertilization of corn grown for cattle feed or the use of urea for cattle feed.

2. The technical demonstration will be conducted on cooperative basis similar to the sales promotion demonstration except for the provisions on the required fertilizer and/or pesticide materials. In this case, the materials will be either free or paid for, depending upon the recommendation of the Farm Demonstration Supervisor and approval by the Technical Services Manager.

3. The need to conduct a technical demonstration will be recommended by the Farm Demonstration Supervisor to the Technical Services Manager.

4. The choice of the type of technical demonstration to be conducted will depend upon the specific

problem studied and upon the aspect of fertilizer and/or pesticide usage that will be emphasized. In any case, a demonstration outline which will include treatments and methods will be presented by the Farm Demonstration Supervisor to the Technical Services Manager for approval.

VI. ECONOMICS OF THE PROGRAM

One important factor that will determine the success of the program is the investment that will provide enough leeway for the desired facilities, giving the maximum impact for sales promotion. These investments could be in the form of posters, leaflets, announcements, hand outs, etc. In this regard, the major item of estimated cost per demonstration goes to communications and promotional materials.

The estimated cost per demonstration is ₱600.00. This may be broken down into the following items:

1.	Communication and promotional materials --------------------	₱570.00
2.	Harvesting and miscellaneous materials --------------------	30.00
	Total ------------------------	₱600.00

Details on the communication and promotional items could be referred to in the Advertising Budget of the Sales Department. The estimated cost does not include the cost of fertilizer and/or pesticide materials that will be used in the demonstration since the plan of the program is to have the Farmer-Cooperator pay for these materials. At any rate, the estimated cost of these materials per demonstration is as follows:

Fertilizer	------	₱100.00
Pesticide	------	50.00
Total	------	₱150.00

VII. EVALUATING THE RESULTS OF THE PROGRAM

The results of the program could be reflected in the number of farmers adopting the fertilizer and/or pesticide practice demonstrated which, in our terms, is a realization of maximum sales. In this regard, it is worthwhile quoting the work of W. C. Bailey (Journal of Cooperative Extension II:13-20, 1964): "A nationwide survey of farmer attitudes towards the use of fertilizer found that most farmers thought that demonstrations were effective in either making others think about fertilizer or in causing them to use it. When farmers were asked for their appraisal of demonstrations in Ohio and Mississippi, most were of the opinion that they were useful sources of information. The Mississippi survey included 136 farmers living within two miles of demonstration farms. Sixty five per cent had adopted the demonstrated practice."

Whether the same or different results will be obtained in the Philippines would require a future evaluation.

APPENDIX I

FD Form 1 - Page 1

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)
TECHNICAL SERVICES DEPARTMENT

FARM DEMONSTRATION PROPOSAL

Farm Demonstration No.[1] ______________ Year ______ Area No. ______

Demonstration Type _____ Proposed Date Implemented _______ Crop Season___

Objectives:
____
____
____
____

Proposed Treatments (Kind/Rate):
Common Practice ____________________
____
Recommended Practice ____________________
____

____________________ (Crop-Variety/Fish)	____________________ (Farmer-Cooperator)	____________________ (Address)
____________________ (Location of Farm: Sitio/Barrio/Municipality/Province)	____________________ (Soil Type)	____________________ (Slope: Flat/Rolling/Hilly)
____________________ (Size of Demonstration Plots or No. of Trees/Plot)	____________________ (Total Area (Ha.) of Demonstration)	____________________ (Total Area (Ha.) of Farm)

Water Supply: ( ) Irrigated ( ) Rainfed

Sketch of Demonstration Site With Reference to Road

---

[1] Filled up by Farm Demonstration Supervisor

CROPPING HISTORY

Year	Season	Previous Crop(s) Grown/ Variety	Previous Fertilizer/Pesticide Treatment (Kind/Rate)	Stages of Crop Fertilizer/ Pesticide Applied	Method of Application	Water Management Practice in Relation to Fertilization	Yield of Product/Hectare		Remarks
							Fertilized	Unfertilized	

RECOMMENDATIONS

Soil Test Laboratory No.2/ ______

Soil Analysis 2/:	Laboratory Recommendation 2/
pH ______	______
O.M. (%) ______	______
P_2O_5 (Kg./ha.) ______	______
K_2O (Kg./ha.) ______	______
______	______
______	______

Treatments to be Implemented (Kind & Rate/Ha.)1/:

Treatment A (Common Practice): ______

______

______

______

Treatment B (Recommended Practice): ______

______

______

______

______

______

______

______

Pesticide Recommendation3/: ______

______

______

Total Nutrients Applied (Kg./ha.):

Treatment A ______

Treatment B ______

1/ Filled up by Farm Demonstration Supervisor (For pesticide demonstration, Agricultural Chemical Section)

2/ Filled up by Laboratory Soil Technologist

3/ Filled up by Agricultural Chemical Section

PLAN OF OPERATION

I. Field Operation Time Table:

	Date
1. Land Preparation	______
2. Seedbed Preparation	______
3. Plot Layout	______
4. Planting/Transplanting (Palay/Tobacco/Vegetables)	______
5. Weeding/Cultivation	______
6. Fertilizer Application (Specify)	______
7. Pesticide Application (Specify)	______
8. Harvesting	______
9. Field Day Program	______

II. Estimated Materials/Services Needed:

1. Seeds (Certified/Registered, if possible)	Variety	Gantas/ Cavans
	______	______
2. Fertilizer	Grade	Bags
	______	______
	______	______
3. Insecticide/Herbicide[3/]	Kind	Quantity
	______	______
	______	______
4. Labor	Man Working Days	
	______	
5. Sacks for Harvesting	______	
6. Others	______	

Note: For fishponds and perennial crops, make adjustments for plan of operation.

Submitted by: ______ (Signature) ______ (Date)

Review/Recommendation: ______ (Field Supervisor) ( ) Approval ( ) Disapproval ______

Review/Action: ______ (Field Manager) ( ) Approved ( ) Disapproved ______

Approval for Implementation: ______ (Farm Demonstration Supervisor) ______

[3/] Filled up by Agricultural Chemical Section

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FARMER-COOPERATOR PERSONAL DATA

I. NAME: .... Sex............... Age...............
(Last Name) (First Name)

Civil Status .... If Married, size of family ....
(Single/Married)

II. FARMING INFORMATION:

A. Number of Years Farming .... Crops ....

B. Category of Farmer: Please check.

☐ Owner
☐ Manager
☐ Lessee
☐ Overseer
☐ Tenant
☐ Other, Specify ....

C. If Landlord, number of tenants: ....

D. Number of Farm Helpers: Permanent .... Temporary ....

E. Farm Facilities (Tractors, Irrigation, Sprayers, Work Animals, Bodegas, etc.)

....

....

F. Improved Farm Practices Adopted in the Past Three Years (specify):

....

....

III. EDUCATION ATTAINMENT: Please Check.

☐ Some Elementary
☐ Some High School
☐ Some College
☐ Completed Elementary
☐ Completed High School
☐ Completed College

Degree ....
University/College ....

IV. EMPLOYMENT, OTHER THAN FARMING:

....

....

....

V. BUSINESS ENTERPRISES, IF ANY:

....

....

....

....

VI. MEMBERSHIP IN ORGANIZATIONS, CLUBS OR SOCIETIES:

....

....

....

....

VII. HOBBIES AND AMUSEMENTS:

....

....

....

....

VIII. AWARDS RECEIVED:

....

....

....

....

IX. ADDITIONAL INFORMATION:

....

....

....

....

Data taken by: ....

Date: ....

FD Form 2—Page 1 Appendix III

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FARMER-COMPANY FARM DEMONSTRATION AGREEMENT

Farm Demonstration No. (1) ....

....
(Location)

This **AGREEMENT** entered into between **ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL COMPANY, INC. (PHIL.)**, a corporation organized under the laws of the Philippines, with office address at 215 Buendia Ave., Makati, Rizal, hereinafter referred to as the "Company", and ...., of legal age and a resident of ...., hereinafter referred to as the "Farmer",

WITNESSETH: That

WHEREAS, the Company will undertake farm demonstrations on all major crops in the Philippines in cooperation with farmers, to encourage the farming population to attain maximum crop production thru the judicious use of fertilizer and/or pesticides on the different major soil types established by the Bureau of Soils;

WHEREAS, the Company desires to perform farm demonstrations in the locality where the farm of the Farmer is situated;

WHEREAS, the Farmer is willing to have the Company carry out its farm demonstration in his farm situated in ...., Philippines, in accordance with the Farm Demonstration Proposal attached hereto and made part hereof as Annex A;

NOW, THEREFORE, in consideration of the foregoing, and upon the following terms and conditions, the parties hereby agree as follows:

1. The Farmer shall make available to, and allow, the Company free use of a portion of his farm situated in .... during the period of demonstration;

---

(1) Filled up by Farm Demonstration Supervisor

2. The Farmer shall provide the necessary labor for farm operation such as laying out of demonstration plots, land preparation, planting, cultivation and weeding, fertilizer application and/or pesticide spraying, harvesting and measuring of yield;

3. The Company shall provide, without cost to the Farmer, the services of an agronomist or other competent representative who will supervise the farm operation, such as: a) laying out of demonstration plots, b) land preparation, c) planting, d) cultivation and weeding, e) fertilizer application and pesticide spraying, f) harvesting, threshing, shelling, drying and measurement of yield;

4. The Farmer shall pay the cost of fertilizer and/or pesticides materials, and all expenses of cultivation, provided, however, that in the event that the yield from the untreated plots exceeds the yield from the plots subjected to the treatment recommended in the Farm Demonstration Proposal, Annex A hereof, then the Company shall reimburse the cost of the fertilizers and/or pesticides used in the demonstration;

5. The Farmer shall allow the Company or the latter's representatives free access to the harvest for the purpose of gathering demonstration data;

6. The Company shall turn over all the produce to the Farmer after getting all the necessary demonstration data for purposes of interpretation, such data to become the property of the Company;

7. The Company shall furnish the Farmer the final data on the treatments that give the highest profitable increased yields;

8. Except as provided herein, neither party shall have any right or claim against the other under this agreement for any unrealized profits, loss of income, special, indirect, or consequential damages for the operation or performance of the undertakings of each, or for any reason whatsoever;

9. This agreement shall take effect on the date of its execution and shall continue for as long as the farm demonstrations conducted by the Company are underway, unless sooner terminated by the Company, but in no case beyond three (3) years.

IN WITNESS WHEREOF, the parties have signed and executed this agreement this .... day of ...., 19 .. .. at ...., Philippines.

ESSO STANDARD FERTILIZER & AGRICULTURAL
CHEMICAL CO., INC. (PHILIPPINES)
(Company)

.... By: ....
FARMER Technical Services Manager

....
(Address)

Signed in the presence of

FD Form 3

Appendix IV

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FARM DEMONSTRATION IMPLEMENTATION NOTICE

To: ....
(Field Agronomist)

Date: ....

cc: ....
(Field Manager)

....
(Field Supervisor)

Farm Demonstration No.	Farmer-Cooperator	Address	Location of Farm	Implementation Date

....
(Farm Demonstration Supervisor)

FD Form 4 Appendix V

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

AREA FARM DEMONSTRATION FOLLOW-UP

To: .... (Field Manager)

For: .... (Field Agronomist)

Month of ...., 19....

Date	Demonstration No.	Name of Cooperator	Location of Farm	Purpose of Visit

Prepared by: .... (Field Supervisor)

Date: ....

FD Form 5

Appendix VI

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FARM DEMONSTRATION PROGRESS REPORT

To: ....
(Field Supervisor)

Farm Demonstration No. .... Farmer-Cooperator ....

Crop/Variety/Fish .... Location ....

Condition of the Field[1]/	Condition of Plant/Fish in Different Treatments[2]/	Field Operations[3]/	Weather Conditions[4]/	Other Observations	Date Recorded

[1]/ Presence/absence of weeds, water supply, fishpond dikes and water supply.

[2]/ Brief description/comparison of plants/fish in different treatments with reference to growth (rate, color, vigor) relation to effect of fertilizers/pesticides water supply, presence/absence of insect pest and diseases/degree of lodging.

[3]/ State any kind of cultural/management operation..

[4]/ Indicate relative rainfall intensity/typhoon/draught occurrence (if available get data from weather stations).

Submitted by: ....
(Field Agronmist, Area No.)

Date: ....

FD Form 6

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)
TECHNICAL SERVICES DEPARTMENT

FARM DEMONSTRATION HARVEST DATA

Farm Demonstration No. .... Area No. .... Agronomist ....

Location of Farm .... Farmer-Cooperator ....

.... (Crop/Variety/Fish) .... (Soil Type) Date Conducted: From .... (Started (Planting/Transplanting)) To.................... (Completed (Harvest))

Distance of Planting .... Rate of Seeding .... (Gantas, Trees, Fish/Ha.)

Perennial Crop .... (Age of Trees) Water Supply .... (Irrigated/Rainfed)

Size of Plots .... (Sq M) or No. of Trees/Plot...

Plot Symbol & Replication No.	Treatments (Fertilizer/ Pesticide)		Area (Plotlet) Harvested per Plot (sq.m.) or No. of Trees/Plot	Yield of Product 1/		Average Yield of Product 1/	
	Plot	Hectare		Plot	Hectare	Plot	Hectare

1 / Straw/stover/grains/cane/sugar/husk/copra/tobacco/fish, etc. expressed in kilograms or tons/piculs (except fish, all units in dry weight).

Remarks: ....

....

....

....

Submitted by: .... (Signature) .... (Date)

FD Form No. 7

Appendix VIII

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

TECHNICAL ADVERTISING MATERIAL

To: ....
(Farm Demonstration Supervisor)

....
(Date)

cc: ....
(Field Manager)

....
(Field Supervisor)

Attached you will find .... rolls of exposed films of FD Nos. ....
(number)

FD NO.	ROLL NO.	SHOT NO.	DATE TAKEN	DESCRIPTION	REMARKS

Submitted by: ....
(Field Agronomist/Area No.)

Date: ....

5

FD Form 8 - Page 1 APPENDIX IX

RECORD OF FARM DEMONSTRATION PICTURES

FD No. ______________________ Date Conducted: From ______________ to ________________

Location ____________________ Cooperator ____

Crop-Variety/Fish ___________ Agronomist (Area) ______________________________________

Recommended Treatments per Soil Analysis ____

TREATMENTS (PER HECTARE)

	Common Practice					Recommended Practice				
			Nutrient Equiv.(Kgs.)					Nutrient Equiv.(Kgs.)		
Application	Quantity	Grade/ Type	N	P	K	Quantity	Grade/ Type	N	P	K
First										
Second										
Total										

Yield (Kg./ha.): Common Practice ______ Recommended Practice ______ Increment ______

Return (₱/ha.): Common Practice ______ Recommended Practice ______ Increment ______

Gross Return per ₱1.00 Invested ________ Net Return per ₱1.00 Invested ________

File Box No.	Box No.	Slide/Picture No.	Description	Remarks

FD Form 8 - Page 2

FD No. ____________________

File Box No.	Box No.	Slide/Picture No.	Description	Remarks

FD Form 9 - Page 1 APPENDIX X

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHIL.)
TECHNICAL SERVICES DEPARTMENT

MATERIALS FOR PROMOTION AND ADVERTISING

To: ______________________________ Date: ____________
(Sales Promotion & Advertising Supervisor)

Thru: ____________________
(Sales Manager)

Attached herewith are materials for your promotional and advertising use. These are checked as follows:

( ) Background data ( ) Pictures (Slides) (Prints) (Movie) in color/black and white ( ) Others ____

1. Background Data

a. Taken from FD No. ____________________ d. Crop ____________________
b. Farmer-Cooperator ____________________ e. Location of Farm ____________
c. Date Conducted: From ________ To ________ f. Agronomist/Area ____________
g. Subject of Demonstration ______________________________

Common (Farmer's) Practice		Recommended Practice	Difference
1) Fertilizer application	______/ha.	______________/ha.	________/ha
Pesticide application	______/ha.	______________/ha.	________/ha
2) Yield	__________/ha.	______________/ha.	________/ha
3) Return (₱)	________/ha.	______________/ha.	________/ha

h. Interpretations: ______________________________

____

____

____

____

2. **Pictures**

Slide/Print/Movie No.	Description	Remarks

3. **Others**

____

____

____

Noted: ______________________________ (Technical Services Manager) ____________ (Date)

Submitted by: ______________________________ (Farm Demonstration Supervisor) ____________ (Date)

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FIELD DAY PROPOSAL

....

....

....

(Objectives)[1]

Farm Demonstration No. .... Area No. .... Crop ....

Location of Farm .... Farm-Cooperator ....

Expected Number of Farmers Attending ....

Proposed Date of Field Day.. Time: From.................... To....................

Outline of Tentative Program:

....

....

....

....

Enlisted Outside Cooperation and/or Participation:

Name	Agency Representing
1.	....
2.	....
3.	....
4.	....
5.	....

Dealers Participating:	Address:
1.	....
2.	....
3.	....
4.	....
5.	....

---

[1] Specify the successful results which could be shown to the farmers as a direct effect of the practice or practices demonstrated.

Check List

Equipment Needed:

Item	Indicate: Available (x) Not Available (xx)
....	....
....	....
....	....
....	....

Supplies Needed:

Item	Quantity	Indicate: Available (x) Not Available (xx)
....	....	....
....	....	....
....	....	....
....	....	....

Other Needs (Specify):

....

....

....

Submitted by: .... **Date:** ....
(Salesman-Coordinator) (Agronomist-Asst. Coordinator)

Review & Recommendation: ....
(District Manager)

....
(Manager-Fertilizer Sales)

....
(Farm Demonstration Supervisor)

Action: ....
(Advertising & Sales Promotion Supervisor/
Sales Services Supervisor)

FD Form 11

APPENDIX XII

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHILIPPINES)

TECHNICAL SERVICES DEPARTMENT

FIELD DAY EVALUATION QUESTIONNAIRE

Reference Data: To be filled up by Field Agronomist

Farm Demonstration No. ______________ Area No. ____ Crop _______

Location of Farm _________________ Farmer-Cooperator ___________

Date of field day ____________ Time: From ______ To ____________

1. Indicate below your first, second, and third choices which you find most interesting in this field day. First choice (1), Second choice (2), Third choice (3).

( ) Visual results of the demonstration
( ) Discussion of the practice or practices demonstrated
(-) Information material distributed
( ) Informative product display

2. Do you find the results of this demonstration convincing? Please check: ( ) Yes ( ) No

If No, please indicate why:

____

____

____

____

____

3. Is the practice or practices demonstrated here adaptable in your farm?

( ) Yes ( ) No

If No, please indicate why:

____

____

____

____

If Yes, would you adopt the practice or practices in your farm?

( ) Yes ( ) No

4. Do you have any suggestions by which the field day could be improved?

( ) Yes ( ) No

If Yes, what are these suggestions?

____

____

____

FINAL FARM DEMONSTRATION REPORT OUTLINE

I. Introduction

Type of demonstration
Objectives
Name of farmer-cooperator
Soil type
Crop
Date (From - To)

II. Procedure

Agronomic management methods
Fertilizer and/or pesticide treatments

III. Results & Discussion

Observations
Harvest data

IV. Summary & Conclusion

Interpretation and evaluation in terms of profitable yield based on cost of fertilizer and/or pesticide materials used and their application

V. Technical Advertising Ideas

Using the data obtained, present your technical advertising ideas

APPENDIX XIV

MAJOR CROPS AND THEIR AGRONOMIC DEMONSTRATION MANAGEMENT

I. RICE

(Refer to Planting Calendar
in Appendix XV)

1. Area Requirement

   1/4 to 1/2 hectare.

2. Soil Analysis

   Basis for fertilizer treatments.

3. Land Preparation

   If possible, follow the practiced land preparation in the area. Where the practice is antiquated, standard land preparation will have to be introduced. The land will be plowed twice and harrowed twice, allowing the weeds to germinate between each operation.

4. Seed Viability Test

   Seeds to be used should have 85% germination.

5. Seedbed/Seeding

   (a) Lowland

   Seeding rate - fifteen (15) ganta of good seed are required to plant 500 sq. m. of seedbed, sufficient to transplant to one hectare of field.

   Apply fertilizer to insure healthy start.

6. Transplanting/Planting

   (a) Lowland

      1. Seedlings in seedbed

Variety	Transplanting Age (days)
Early maturing	21 - 25
Medium maturing	28 - 34
Late maturing	36 - 40

Seedlings from "dapog" seedbed are ready for transplanting at the age of 7 to 11 days, regardless of variety.

      2. Spacing

Variety	Spacing (cm)	Seedling/hill
Early maturing	20 x 20	3 - 4
Medium and Late maturing	25 x 25	3 - 4

   (b) Upland

      1. Seeding rate

Broadcast method - 30-35 gantas per hectare at 85% germination. Furrow or "Lithao" method (20-30 cm. between furrows) - 30 gantas per hectare at 85% germination.

7. Irrigation

   (a) Lowland

      1. Flood - 3-4 days after transplanting
      2. Drain - 1-2 days before fertilizer application
      3. Flood - 3-4 days after fertilizer application
      4. Drain - 2 weeks before harvesting

8. Fertilizer Application

   (a) Treatments according to type of demonstration adopted

   (b) Method (except Type E demonstration)

1. Lowland

   First application - apply part of N and all of P and K at last puddling or immediately before transplanting.

   Second application - apply the remaining N 20 days before booting stage. If there is good control of the water, drain the paddy before applying the fertilizer.

2. Upland

   Apply part of N and all P and K at the time of planting and remaining N as side dressing.

9. Insecticide Application

   Insecticide will be sprayed as a preventive control measure.

10. Weeding

    As it becomes necessary.

11. Cultivation

    Upland - once or twice.

12. Harvesting

    (a) Lowland - drain the water two weeks before harvest.
    (b) Harvest from each plot by cutting the rice plants with the panicle close to the ground.
    (c) Bundle and label the rice plants harvested from each plot and place them in jute sacks.
    (d) Dry to constant weight and weigh each bundle.
    (e) Thresh and weigh grains separately from those coming from each plot.
    (f) Determine the weight of the straw by subtracting the weight of the grain from that of the bundle with grains.

(g) Calculate the yields of grain and straw per hectare.
(h) Record all data in FD Form 6.

Supervision and/or Observation Schedule

1. Land preparation/demonstration plot layout/planting.
2. Fertilizer and/or insecticide application.
3. After germination or two weeks after transplanting to evaluate stand and to decide upon replanting if necessary.
4. Two to three weeks after germination or transplanting to check plant population, deficiency symptoms and to decide upon pest disease preventive control, weeding or cultivation.
5. Six-eight weeks after germination or transplanting to decide upon top or side dressing of N-fertilizer.
6. At the beginning of booting stage to make observation on stand, health, uniformity of growth and degree of lodging, if any.
7. At harvest time to measure yield.

II. CORN

(Refer to Planting Calendar
in Appendix XV)

1. Area Requirement

   1/2 hectare.

2. Soil Analysis

   Basis for fertilizer treatments.

3. Land Preparation

   The same as rice. In addition, furrows for planting will be made at 80 centimeters apart.

4. Seed Viability Test

   The same as rice.

5. Seeding

   Two to three seeds per hill at 50 centimeters apart on the furrows.

6. Fertilizer Application

   Treatments - according to type of demonstration adopted

   Method - (except Type E demonstration)

   (a) Apply on the furrows all P K and 1/2 N at the time of planting.

   (b) Apply the remaining 1/2 N along the furrows 4-5 weeks after planting and cover with soil.

7. Insecticide Application

   Insecticide will be sprayed as a general preventive control measure.

8. Weeding/Cultivation

   Weeding - once or twice as it becomes necessary.

   Cultivation - once, 3-4 weeks after germination.

9. Harvesting
   - a. Harvest from each plot by cutting the corn plants with ears intact close to the ground.
   - b. Bundle and label the corn plants harvested from each plot.
   - c. Remove the corn ears from each bundle, leaving the husks intact with the stalks in the labeled bundle. Corn ears from each plot should be placed in separate jute sacks and labeled.
   - d. Dry the corn ears and stalks to constant weight.
   - e. Shell the corn and weigh the grains and cob separately for each plot harvest.
   - f. Determine the total weight of the cob and stalks with husks intact for each plot harvest.
   - g. Calculate the yield of grains and stalks with cob and husks per hectare.
   - h. Record all data in FD Form 6.

Supervision and/or Observation Schedule

1. Land preparation/demonstration plot layout/planting.
2. Fertilizer and/or insecticide application.
3. After germination to evaluate stand and to decide upon replanting if necessary.
4. Three to four weeks after germination to check plant population, deficiency symptoms and to decide upon pest and disease preventive control, weeding and cultivation, N-fertilizer side dressing.
5. Just before tasseling stage, to observe general stand of plants.
6. At soft dough stage, to observe again general stand of plants, particularly fruiting and approximate harvesting date.
7. At harvest time to measure yield.

III. SUGAR CANE

(Refer to Planting Calendar
in Appendix XV)

Sugar cane is an intensively managed crop, particularl in terms of fertilizer and pesticide usage. The type of demonstration that will, therefore, be adopted should be more sophisticated.

1. Area Requirement

   1/2 hectare.

2. Plot Layout

   In laying out the plots, make provisions for the guard rows along the sides of the plots.

3. Soil Analysis

   Basis for fertilizer treatments.

4. Land Preparation

   Follow the practiced operation.

5. Preparation of Seed Pieces

   As practiced.

6. Distance and Rate of Planting

   As practiced.

7. Fertilizer/Lime Application
   - (a) Treatments - according to type of demonstration adopted.
   - (b) Method -
     1. Apply on the furrows all P K and 1/2 N at planting time.
     2. Apply the remaining 1/2 N 3-4 months after planting along the furrows before the hilling up operation.

(c) Lime - the recommended amount should be applied at the time of land preparation and incorporated into the soil.

8. Insecticide Application

   Insecticide will be used as a general preventive control measure.

9. Weeding/Cultivation

   Follow the practiced operation.

10. Harvesting
    a. Cut all the guard rows and put them aside to avoid mixing with the harvest from each plot.
    b. Harvest the entire cane plants from each plot and mark the cane ears as the harvests are loaded for transporting to the sugar cane mill.
    c. Get the cane weight and picul sugar yield per plot.
    d. Calculate and record cane and picul sugar yield on per hectare basis (FD Form 6).

Supervision and/or Observation Schedule

1. Laying out the demonstration plots.
2. Fertilizer and/or insecticide application.
3. After the seed pieces have germinated to evaluate stand and to decide upon replanting if necessary.
4. One month after germination to check plant population, deficiency symptoms and to decide upon pest and disease, preventive control, weeding and cultivation.
5. Three months after germination to check again on plant population, growth and vigor of the plants, and to decide upon cultivation and N-fertilizer side dressing.
6. Every month thereafter to make observation on the general stand of the cane plants.
7. At harvest time to measure yields.

IV. COCONUT

Seedlings are transplanted in the field during the early part of the rainy season.

The distance of planting between coconut trees varies in different places throughout the islands. The most common, however, is 10 x 10 or 8 x 8 meters. With these distances, the number of trees per hectare varies from 115 to 180 trees. For purposes of demonstration, 20 bearing trees per plot should be sufficient. As much as possible, only simple types of demonstration will be adopted.

A pre-trial data of yield for one year should be obtained before starting the demonstration. To be able to obtain the expected yield response, the demonstration will have to be conducted for at least 3 years.

1. Tree-Plot Requirement

   20 trees per plot.

2. Soil Analysis

   Basis for fertilizer treatments.

3. Plot Layout

   In laying out the plots, make provisions for one guard row between plots and mark all demonstration trees with paint.

4. Weeding/Cultivation

   Weed and cultivate a radius of 4 meters around the base of the demonstration trees.

5. Fertilizer Application
   (a) Treatments - according to the type of demonstration adopted.
   (b) Method -

   Bore holes around the base of the tree and prorate all the recommended fertilizer treatment per tree and cover with soil.

6. Harvesting
   a. Follow the farmer's usual practice. Otherwise, harvest the nuts after every three months or four times in one year.
   b. Record the number of nuts per tree and per plot every harvest.
   c. Sample one nut per tree and weigh.
   d. Divide the nut into halves and dry.
   e. Extract the partially dried meat, dry further, and record weight.
   f. Calculate per cent of copra recovery:

$$\% \text{ copra} = \frac{\text{weight of copra}}{\text{weight of nut}} \times 100$$

   g. Calculate the number of nuts and weight of copra yields per hectare (FD Form 6).

Supervision and/or Observation Schedule

1. Laying out the demonstration plots.
2. Weeding and cultivation.
3. Fertilizer and/or pesticide application.
4. Every three months to observe the general stand of the trees and to harvest the nuts.
5. When the meat is dried into copra to record yield.

V. FISHPOND (Brackish Water)

(Follow the practiced stocking month in the area)

1. Area Requirement

   1/4 hectare.

2. Soil Analysis

   Basis for fertilizer treatments.

3. Fishpond Management

   a. Pond Preparation

      (1) Leveling - Pond bottoms should be leveled to a depth which would allow the pond to hold and maintain at least two (2) feet of water at all times. About 8 to 10 inches of water is necessary for ideal leveling work. Bamboo rafts may be used for this purpose.

      (2) Bottom Elevation - the bottom of the pond should be high enough for complete draining of water during low tides.

      (3) Dikes and Gates - should be improved and leaks should be corrected.

   b. Soil Conditioning

      Recommendation of the Philippine Fisheries Commission is to have a pH of 6.8 to 7.5 at the soft mud bottoms, and that liming is best done during the rainy season. Lime is broadcast on the surface of soil (after the water is drained) and incorporated into the bottom by raking or harrowing.

c. Algae Seeding

(1) Expose the bottom (without water) of the pond to the sun for one (1) to two (2) days.

2) Apply 8 inches of water to moist the bottom.

3) Plant the algae (Chaotomorpha or Cladopera algae) by staking, sowing or spreading method.

4) Using bamboo twigs or small branches, stacked closely in lines of 20 to 50 feet apart perpendicular to the direction of prevailing winds to minimize straying of algae from place of anchorage.

(5) Increase water depth gradually up to 2 feet as the algae grows.

d. Fertilizing

(1) Fertilize the pond three (3) days after seeding the algae.

(2) While the kind and rate of fertilizer to be used will be based mainly on Soils Laboratory recommendations, Philippine Commission of Fisheries recommendations should also be considered as an important guide. For example, the Commission has found that Ammonium Phosphate (16-20-0) at the rate of 18 grams per cubic meter of pond water applied every 14 days for a period of 12 weeks has given the best results.

(3) Caution - too much fertilization will result in the algae turning to a dark green color within 24 hours. When this occurs, change the water immediately to prevent the loss of algal stock.

e. Stocking

(1) The pond is stocked with fingerlings three (3) weeks after the algae is planted or after 80% of the area is covered with algae or an average of 1.8 kg. algae (damp weight) per sq. m.

(2) Recommended stocking rate (Philippine Fisheries Commission)

Average length of fingerlings	Stocking rate per hectare	Rearing period
5-6 inches	1,500	3 months
4-5 inches	1,800-2,000	3 months
3-4 inches	2,200-2,500	3 months

f. Water

(1) As much as two (2) feet depth of water is allowed into the pond.

(2) Unless the water becomes very acidic or very turbid to inhibit algal growth or there is a danger of overflowing as a result of heavy rains, draining the water after it has been fertilized should be avoided.

(3) Checking of pH should be periodic. Favorable pH of pondwater for algal growth is pH 6 to 6.5 at day break rising to as much as pH 9.0 towards the early afternoon during the sunny days.

g. Harvesting

(1) After three (3) months of rearing

(2) Weight of 100 fish from each treatment

(3) Hectare yield (kg.) from each treatment

Supervision and/or Observation Schedule

1. Major pond preparation.
2. Soil conditioning.
3. Algae seeding.
4. Fertilizer application.
5. Fish stocking.
6. Harvesting and measurement of yield.

APPENDIX XV

PLANTING CALENDAR OF SOME CROPS BY PROVINCE

(Source: Department of Agriculture & Natural Resources)

ABRA

Rice:

Lowland - June-Aug.
Palagad - Jan.-March
Upland - Apr.-June

Corn:

Dry Season - Oct.-Nov.
Rainy Season- Apr.-June
Third Crop - Feb.-March

Tobacco: - Nov.-Jan.

Peanut:

Dry Season - Sept.-Nov.
Rainy Season- May-June
Third Crop - Jan.-Feb.

AGUSAN

Rice:

Lowland - Oct.-Dec.
- July- Aug.
Palagad - Apr.-May
Upland - June-July
- Sept.-Oct.

Corn:

Dry Season - Feb.-Apr.
Rainy Season- July-Aug.

ALBAY

Rice:

Lowland - May-July
Palagad - Dec.-Jan.

Corn:

Dry Season - Oct.-Nov.
Rainy Season- May-June
Third Crop - Jan.-March

Sugar cane: - whole year

ANTIQUE

Rice:

Lowland - May-Aug.
Palagad - Nov.-Jan.
Upland - Apr.-May

Corn:

Dry Season - Jun.-Mar.
Rainy Season- May-July
Third Crop - Apr.-May

Sugar cane: - Nov.-Jan.

BATAAN

Rice:

Lowland - June-Aug.
Palagad - Jan.-Feb.
Upland - May-June

Corn:

Dry Season - Sept.-Oct.
Rainy Season- May-June

BATANGAS

Rice:

Lowland - May-Aug.
Palagad - Dec.-Feb.

Corn:

Dry Season - Oct.-Nov.
Rainy Season- May-June

Peanut:

Dry Season - Sept.-Oct.
Rainy Season- May-June
Third Crop - Dec.-Jan.

Sugar cane: - Dec.-Mar.

Coconut: - June-Oct.

Citrus: - June-Oct.

BOHOL

Rice:

Lowland - May-June
- Aug.-Sept.
Palagad - Dec.-Jan.
Upland - May-June

Corn:

Dry Season - Sept.-Nov.

Sugar cane: - May-June
- Jan.-Feb.

BUKIDNON

Rice:

Lowland - June-Sept.
Upland - May-June

Corn:

Dry Season - Aug.-Oct.
Rainy Season- Mar.-May

BULACAN

Rice:

Lowland - June-July
- Nov.-Dec.
Palagad - Jan-Feb.
Upland - May-June

Corn:

Dry Season - Oct.-Jan.
Rainy Season- May-June

CAGAYAN

Rice:

Lowland - May-June
- July-Oct.
Palagad - June-July
Upland - May-July

Corn:

Dry Season - Nov.-Jan.
Rainy Season- May-June

Cagayan (cont.)

Peanut:

Dry Season - Nov.-Jan.
Rainy Season- May-June

Tobacco: - Nov.-Jan.

CAMARINES NORTE

Rice:

Lowland - Oct.-June
Palagad - May-July
Upland - May-July

Corn:

Dry Season - Jan.-June

Sugar cane: - Sept.-Jan.

Tobacco: - Jan.-Mar.

CAMARINES SUR

Rice:

Lowland - July-Oct.
- Apr.-June
Palagad - Nov.-Jan.
Upland - May-June

Corn:

Dry Season - Sept.-Dec.
Rainy Season- May- Aug.
Third Crop - Jan.-Feb.

Sugar cane: - June-July

Tobacco: - Nov.-Feb.

CAPIZ

Rice:

Lowland - Apr.-July
Palagad - Oct.-Jan.
Upland - Apr.-June

Corn:
Dry Season - Jan.
Rainy Season- Apr.-May
Third Crop - Apr.-June

Sugar cane: - Oct.-Feb.

APPENDIX XV

CATANDUANES

Rice:

Lowland - Oct.-Dec.
Palagad - May-July
Upland - May-Aug.

Corn:

Dry Season - Jan.-Aug.
Rainy Season- Aug.-Dec.

CAVITE

Rice:

Lowland - July-Aug.
Palagad - Feb.-Apr.
Upland - Apr.-May

CEBU

Rice:

Lowland - June-Aug.
Palagad - Nov-Dec.
Upland - May-June

Corn:

Dry Season - Sept.-Nov.
Rainy Season- Apr.-May

COTABATO

Rice:

Lowland - June-July
Palagad - Sept.-Oct.
Upland - Mar.-May
- Sept.-Oct.

Corn:

Dry Season - Mar.-Apr.
Rainy Season- July-Sept.
Third Crop - Oct.-Jan.

DAVAO

Rice:

Lowland - May-July
- Dec.-Jan.
Palagad - June-July
- Dec.-Jan.
Upland - Apr.-June
- Sept.-Oct.

Corn:

Dry Season - Sept.-Oct.
Rainy Season- May-June
Third Crop - Jan.-Feb.

Abaca: - whole year

ILOCOS NORTE

Rice:

Lowland - May-Sept.
Palagad - Nov.-Feb.
Upland - Apr.-June

Corn:

Dry Season - Sept.-Oct.
Rainy Season- May-June
Third Crop - Feb.-Mar.

Tobacco: - Nov.-Feb.

ILOCOS SUR

Rice:

Lowland - May-Sept.
Palagad - Nov.-Feb.
Upland - Apr.-June

Corn:

Dry Season - Sept.-Nov.
Rainy Season- Apr.-June

Tobacco: - Sept.-June

ILOILO

Rice:

Lowland - June-Sept.
Palagad - Dec.-Jan.
Upland - Apr.-May

Corn:

Dry Season - Oct.-Dec.
Rainy Season- Apr.-May
Third Crop - Apr.-May

Sugar cane: - Oct.-Apr.

ISABELA

Rice:

Lowland - Aug.-Oct.
Palagad - Mar.-Apr.
Upland - May-June

Corn:

Dry Season - Sept.-Oct.
Rainy Season- May-Jan.
Third Crop - Nov.-Jan.

Tobacco: - Oct.-Jan.

LAGUNA

Rice:

Lowland - Jan.-Feb.
- July-Sept.
Palagad - Jan.-May
- Sept.-Dec.
Upland - May-June

Corn:

Dry Season - Aug.-Oct.
Rainy Season- May-June
Third Crop - Dec.-Jan.

LANAO

Rice:

Lowland - May-July
- Sept.-Oct.
Palagad - Jan.-Mar.
Upland - Dec.-Apr.

Lanao (cont.)

Corn:

Dry Season - Sept.-Oct.
Rainy Season- May-July
Third Crop - Nov.-Jan.

LA UNION

Rice:

Lowland - June-Aug.
Palagad - Oct.-Feb.
Upland - Apr.-June

Corn:

Dry Season - Oct.-Dec.
Rainy Season- May-June

Tobacco: - Oct.-Nov.

LEYTE

Rice:

Lowland - Oct.-Dec. (E)
- June-July (W)
Palagad - June-July (E)
- Oct.-Nov. (W)
Upland - Apr.-May

Corn:

Dry Season - Sept.-Nov.
- Oct.-Dec.
Rainy Season - May-Aug.
Third Crop - Jan.-May

MARINDUQUE

Rice:

Lowland - May-July
Palagad - Dec.-Jan.
Upland - May-June

Corn:

Dry Season - Jan.-Feb.
Rainy Season- May-June

MASBATE

Rice:

Lowland - May-July
Palagad - Oct.-Dec.
Upland - May-June

Corn:

Dry Season - Sept.-Oct.
Rainy Season- May-June
Third Crop - Dec.-Jan.

MINDORO

Rice:

Lowland - June-Aug.
Palagad - Dec.-Jan.
Upland - Apr.-May

Corn:

Dry Season - Aug.-Sept.
Rainy Season- Apr.-May
Third Crop - Jan.-Feb.

MISAMIS OCCIDENTAL

Rice:

Lowland - May-June
Palagad - Nov.-Dec.
Upland - Apr.-May

Corn:

Dry Season - Aug.-Sept.
Rainy Season- Apr.-June
Third Crop - Dec.-Jan.

MISAMIS ORIENTAL

Rice:

Lowland - June-Aug.
Palagad - Dec.-Jan.
Upland - Apr.-June
- Oct.-Dec.

Corn:

Dry Season - Sept.-Nov.
Rainy Season- May-June
Third Crop - Dec.-Jan.

MOUNTAIN PROVINCE

Rice:

Lowland - June-July
Upland - May

Corn:

Dry Season - Oct.-Dec.
Rainy Season- Apr.-May
Third Crop - Aug.-Sept.

Beans: - Apr.-May

Beets: - Oct.-Dec.

Cabbage: - whole year

Carrot: - Oct.-Dec.

Cucumber: - Oct.-Dec.

Lettuce: - Oct.-Dec.
- Jan.-Feb.

Melon: - Oct.-Dec.

Spinach: - Oct.-Dec.

Tomatoes: - Oct.-Jan.

NEGROS OCCIDENTAL

Rice:

Lowland - May-Aug.
Palagad - Sept.-Oct.
Upland - Mar.-May

Corn:

Dry Season - Oct.-Nov.
Rainy Season- Mar.-Apr.
Third Crop - Dec.-Jan.

Sugar cane: - Nov.-Apr.

NEGROS ORIENTAL

Rice:

Lowland - May-Sept.
Palagad - Nov.-Jan.
Upland - May-June

Negros Oriental (cont.)

Corn:

Dry Season - Oct.-Dec.
Rainy Season- Apr.-June
Third Crop - Jan.-Mar.

Sugar cane: - Nov.-Apr.

NUEVA ECIJA

Rice:

Lowland - June-Sept.
Palagad - Jan.-Feb.
Upland - May-June

Corn:

Dry Season - Sept.-Nov.
Rainy Season- May-June
Third Crop - Dec.-Jan.

Garlic: - Sept.-Oct.

Onion: - Sept.-Dec.

NUEVA VIZCAYA

Rice:

Lowland - July-Sept.
Palagad - Feb.-Mar.
Upland - June-July

Corn:

Dry Season - July-Sept.
Rainy Season- May-June
Third Crop - Dec.-Feb.

Peanut:

Dry Season - July-Aug.
Rainy Season- May-June
Third Crop - Dec.-Feb.

Tobacco: - Nov.-Jan.

PALAWAN

Rice:

Lowland - June-Aug.
Upland - Mar.-Apr.

Corn:

Dry Season - Oct.-Jan.
Rainy Season- Apr.-May

PAMPANGA

Rice:

Lowland - May-Aug.
- Nov.-Jan.
Palagad - Nov.-Feb.
Upland - May-July

Corn:

Dry Season - Sept.-Dec.
Rainy Season- May-June

Garlic: - Oct.-Dec.

PANGASINAN

Rice:

Lowland - June-Sept.
- Oct.-Nov.
Palagad - Jan.-Feb.
Upland - Apr.-June

Corn:

Dry Season - Sept.-Nov.
Rainy Season- Apr.-June
Third Crop - Feb.-Apr.

Tobacco: - Nov.-Jan.

RIZAL

Rice:

Lowland - July-Sept.
- Feb.-Mar.
Palagad - Feb.-Apr.
Upland - May-June

Rizal (cont.)

Corn:

Dry Season - Oct.-Jan.
Rainy Season- May-June

SAMAR

Rice:

Lowland - Oct.-Dec.
- Apr.-June
Palagad - June-July
- Oct.-Dec.
Upland - Oct.-Nov.
- Apr.-May

Corn:

Dry Season - Apr.-May
- Dec.-Jan.
Rainy Season- Jan.-Feb.
- Aug.-Sept.
Third Crop - Aug.
- Apr.-May

SORSOGON

Rice:

Lowland - Nov.-Jan.
Palagad - June-July
Upland - May-July

Corn:

Dry Season - Dec.-Jan.
Rainy Season- May-June

SURIGAO

Rice:

Lowland - Nov.-Dec.
Palagad - June-July
Upland - Oct.-Nov.

Corn:

Dry Season - Feb.-Mar.
Rainy Season- June-July
Third Crop - Aug.

TARLAC

Rice:

Lowland - May-Aug.
- Oct.-Nov.
Palagad - Jan.-Feb.
Upland - May-June

Corn:

Dry Season - Oct.-Nov.
Rainy Season- Aug.-May

TAYABAS

Rice:

Lowland - Sept.-Dec.
Palagad - Feb.-July
Upland - May-July

Corn:

Dry Season - Nov.-Jan.
Rainy Season- May-June
Third Crop - March

ZAMBALES

Rice:

Lowland - June-Sept.
Palagad - Jan.-Mar.
Upland - May-June

Corn:

Dry Season - Oct.-Mar.
Rainy Season- May-June

ZAMBOANGA

Rice:

Lowland - June-Aug.
Palagad - Dec.-Jan.
Upland - Apr.-June

Corn:

Dry Season -- Dec.-Oct.
Rainy Season- May-June
Third Crop - Jan.-Mar.

NOTE: Perennial crops are planted at the start of the rainy season or a month before the start of the dry season.

APPENDIX XVI

PROVINCE INDEX

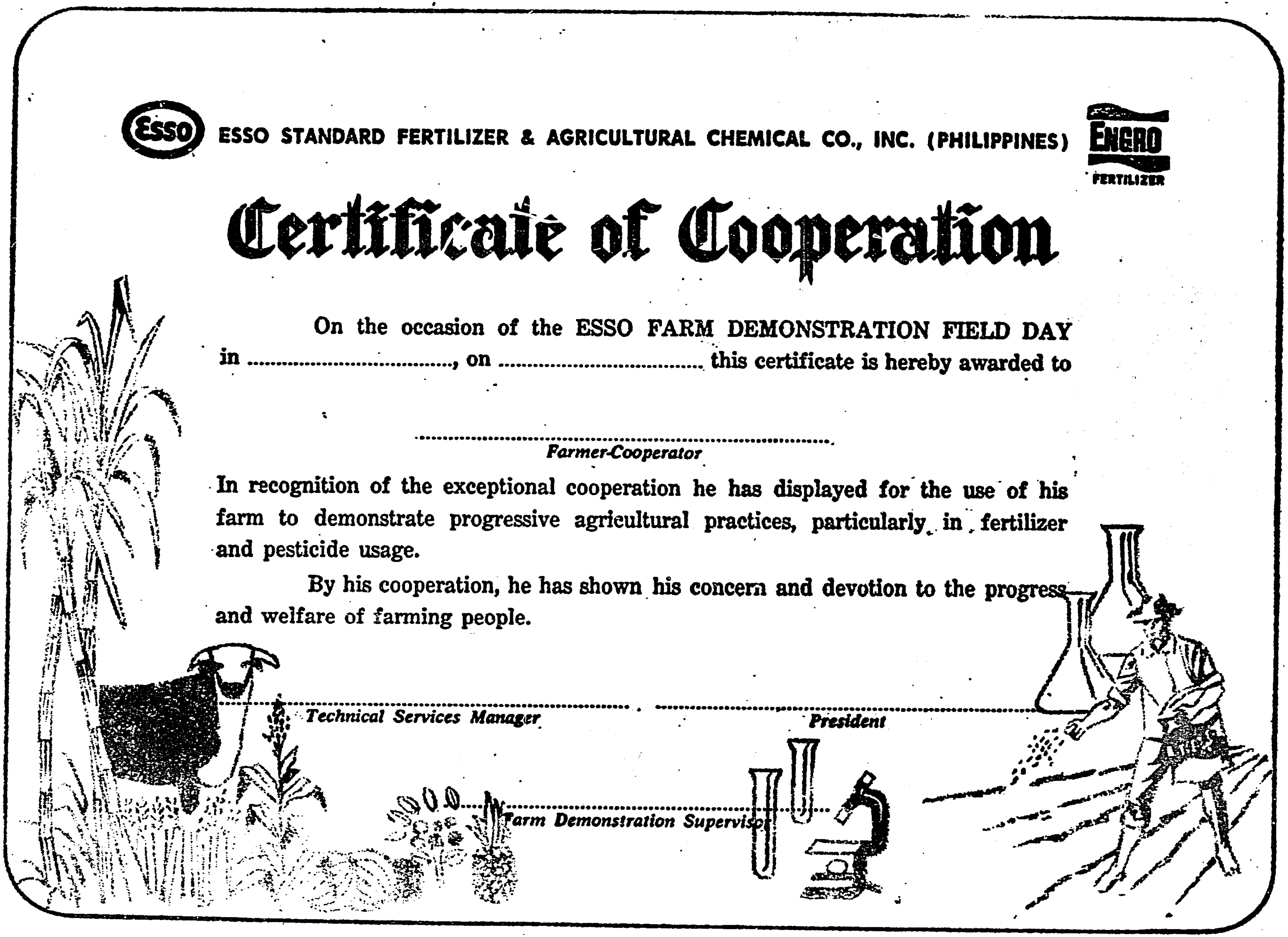
Index	Province
Aba	Abra
Agn	Agusan
Akn	Aklan
Aly	Albay
Anq	Antique
Btn	Bataan
Btg	Batangas
Bts	Batanes
Bol	Bohol
Bkn	Bukidnon
Bln	Bulacan
Cga	Cagayan
Crn	Camarines Norte
Crs	Camarines Sur
Cpz	Capiz
Cts	Catanduanes
Cvt	Cavite
Cbu	Cebu
Cto	Cotabato
Dvo	Davao
Icn	Ilocos Norte
Ics	Ilocos Sur
Ilo	Iloilo
Iba	Isabela
Lau	La Union
Lga	Laguna
Ldn	Lanao del Norte
Lds	Lanao del Sur
Nlt	Northern Leyte
Slt	Southern Leyte
Mrq	Marinduque
Mbt	Masbate
Moc	Misamis Occidental
Mor	Misamis Oriental
Mtp	Mountain Province
Noc	Negros Occidental
Nor	Negros Oriental
Nve	Nueva Ecija
Nvv	Nueva Vizcaya
Ocm	Occ. Mindoro
Orm	Or. Mindoro
Pwn	Palawan
Ppg	Pampanga
Pgn	Pangasinan
Qzn	Quezon
Rzl	Rizal
Rbn	Romblon
Smr	Samar
Sgn	Sorsogon
Slu	Sulu
Sdn	Surigao del Norte
Sds	Surigao del Sur
Tlc	Tarlac
Zbs	Zambales
Zdn	Zamboanga del Norte
Zds	Zamboanga del Sur

CROP INDEX

Index	Crop/Fish
1	Rice
2	Corn
3	Sugar cane
4	Coconut
5	Tobacco
6	Fish
7	Abaca
8	Vegetables (leafy)
9	Vegetables (root)
10	Coffee and cacao
11	Pasture and forage grasses
12	Other

TYPE OF DEMONSTRATION INDEX

Index	Type
A	Fertilized vs Unfertilized
B	Proper Fertilizer Grade
C	Increased Fertilizer Rate
D	Timing Application
E	Method Application
F	Combined Fertilizer Treatment
G	Insecticide Application
H	Herbicide Application



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ENGRO
FERTILIZER

Certificate of Cooperation

On the occasion of the ESSO FARM DEMONSTRATION FIELD DAY in ...., on .... this certificate is hereby awarded to

....

Farmer-Cooperator

In recognition of the exceptional cooperation he has displayed for the use of his farm to demonstrate progressive agricultural practices, particularly in fertilizer and pesticide usage.

By his cooperation, he has shown his concern and devotion to the progress and welfare of farming people.

....
Technical Services Manager

....
President

....
Farm Demonstration Supervisor

ESSO FARM DEMONSTRATION FIELD DAY

APPENDIX XX

....
(Date)

....

....

....

We wish to invite you to a "FARM DEMONSTRATION — FIELD DAY" in .... on .... with the cooperation of ....

The demonstration will concern ....

Our agricultural workers, farmers, and public officials will also be around, so don't fail to come. This will be a very good opportunity for you to obtain first-hand information on fertilization, pest control, and better farm management. The demonstration will also show you a factual improvement in farm yields for more profits.

This is a day on the farm for you and your family. Be sure to come; we will be expecting you.

Your ESSO Engro dealer,

____

FERTILIZERS

45 - 0 - 0
18-46 - 0
10-25-25
12-24-12
14-14-14
16-20 - 0
6-10-4
5-10-16
15-15-6-4

AGRICULTURA CHEMICALS

INSECTICIDES

Chlordane
DDT
Dieldrin
Imidan
Endrin
Heptachlor
Lindane
Malathion
Rhothane
Thiodan
Flit 222
(Toxaphene)

FUNGICIDES

Dithane M-22
Dithane Z-78
Dithane M-45
Flit 406
(Captan)
Karathane

HERBICIDES

2, 4-D Amine
Stam F-34

MITICIDE

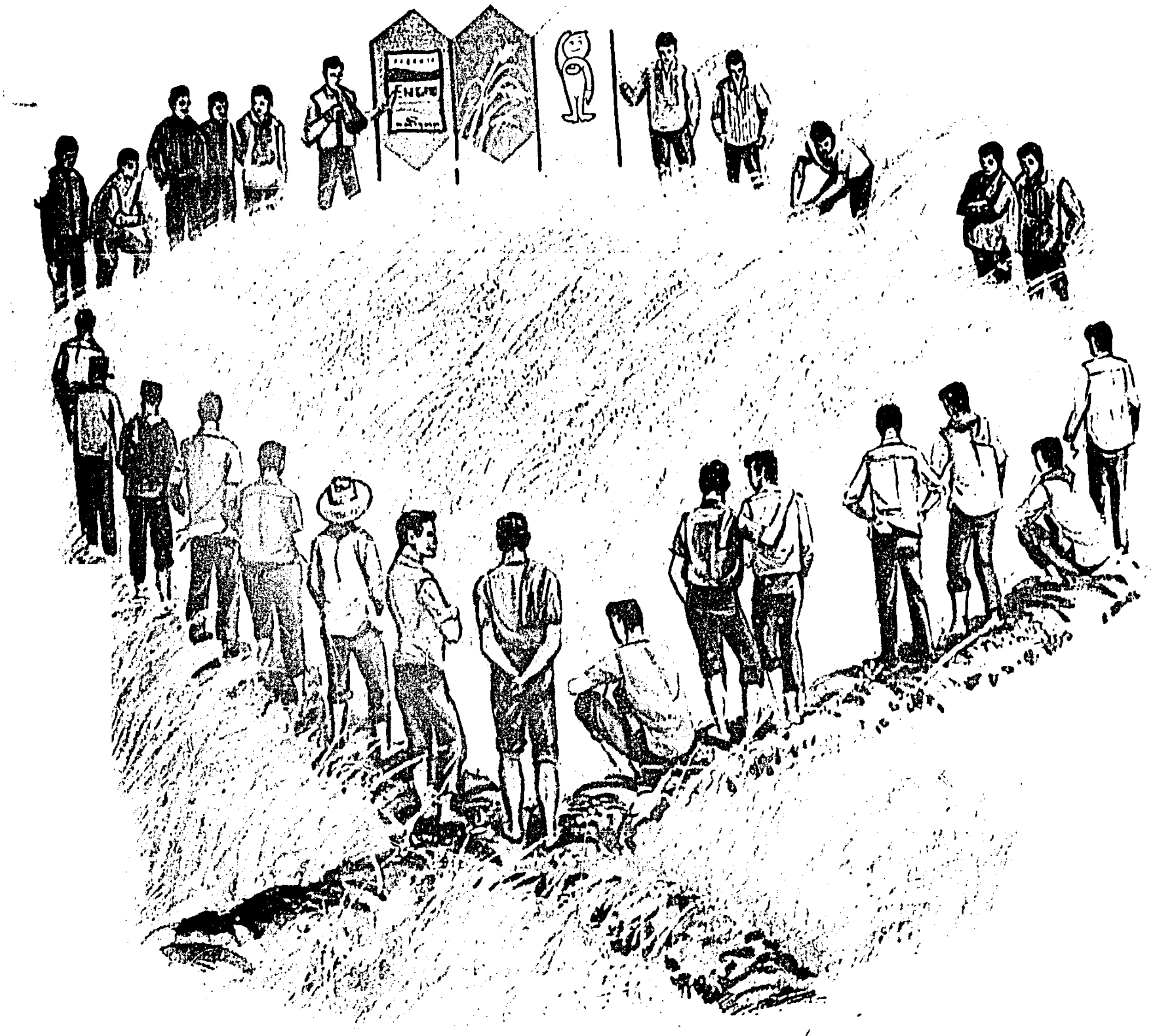
Kelthane

RODENTICIDES

Warfarin

FARM DEMONSTRATION FIELD DAY PROGRAM

APPENDIX XXI



ESSO STANDARD FERTILIZER &
AGRICULTURAL CHEMICAL CO., INC. (Phil.)
Makati, Rizal, Philippines

SIGNBOARD: APPENDIX XXII

Esso FARM DEMONSTRATION

on

(CROP) FERTILIZER APPLICATION

situated in

BARRIO, MUNICIPALITY, PROVINCE

conducted in cooperation w/

FARMER-COOPERATOR

Technical Services Department

ESSO STANDARD FERTILIZER & AGRICULTURAL CHEMICAL CO., INC. (PHIL.)

GUIDE TO THE USE OF FD FORMS

Appendices & Their Descriptive Titles	Who would use it?	When to use it?	Copies*
Appendix I: FD Form 1- Farm Demonstration Proposal	Field Agronomist	Making a demonstration proposal to Management	White - FDS Pink - FDS (routed back to FA) Yellow- FM Blue - FS Green - FA
Appendix II: FD Form 1-A - Farmer-Cooperator Personal Data	-do-	-do-	-do-
Appendix III: FD Form 2 - Farmer-Company Farm Demonstration Agreement	-do-	-do-	White - FDS Pink - FC Blue - FS Green - FA
Appendix IV: FD Form 3 - Farm Demonstration Implementation Notice	Farm Demonstration Supervisor	Management approval for implementing a demonstration	Green - FA Yellow- FM Blue - FS White - FDS
Appendix V: FD Form 4- Area Farm Demonstration Follow-up	Field Supervisor	Start & monthly during the period of demonstration	Yellow- FM White - FDS Green - FA Blue - FS
Appendix VI: FD Form 5 - Farm Demonstration Progress Report	Field Agronomist	After every visit of demonstration	Blue - FS Yellow- FM White - FDS Green - FA
Appendix VII: FD Form 6 - Farm Demonstration Harvest Data	Field Agronomist Statistician	Every harvest & analysis of results	White - FDS Blue - FS Green - FA
Appendix VIII: FD Form 7 - Technical Advertising Materials	Field Agronomist Field Supervisor	Submitting pictures taken from farm demonstration	White- FDS Yellow- FM Blue - FS Green - FA
Appendix IX: FD Form 8 - Record of Farm Demonstration Pictures	Farm Demonstration Supervisor Statistician	Filing pictures taken from farm demonstration	FDS

Appendices & Their Descriptive Titles	Who would use it?	When to use it?	Copies*
Appendix X: FD Form 9 - Materials for Promotion and Advertising	Farm Demonstration Supervisor	Transmitting promotion and advertising materials to Sales Promotion & Advertising Supervisor	SPAS FDS
Appendix XI: FD Form 10 - Field Day Proposal	Salesman	Making a field day proposal to Management	Blue - DM Yellow- MFS White - FDS Green - FA Pink - SPAS/SSS Golden- Sales
Appendix XII: FD Form 11 - Field Day Evaluation Questionnaire	Farmers with the assistance of Field Agronomist & Salesman	During the field day	FA

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*Corresponding initials denote:

FA -Field Agronomist
FS -Field Supervisor
FDS -Farm Demonstration Supervisor
FM -Field Manager
Sales-Salesman
DM -District Manager
MFS -Manager-Fertilizer Sales
SPAS -Sales Promotion & Advertising Supervisor
SSS -Sales Services Supervisor
FC -Farmer-Cooperator